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IA = Content^{NCTM}

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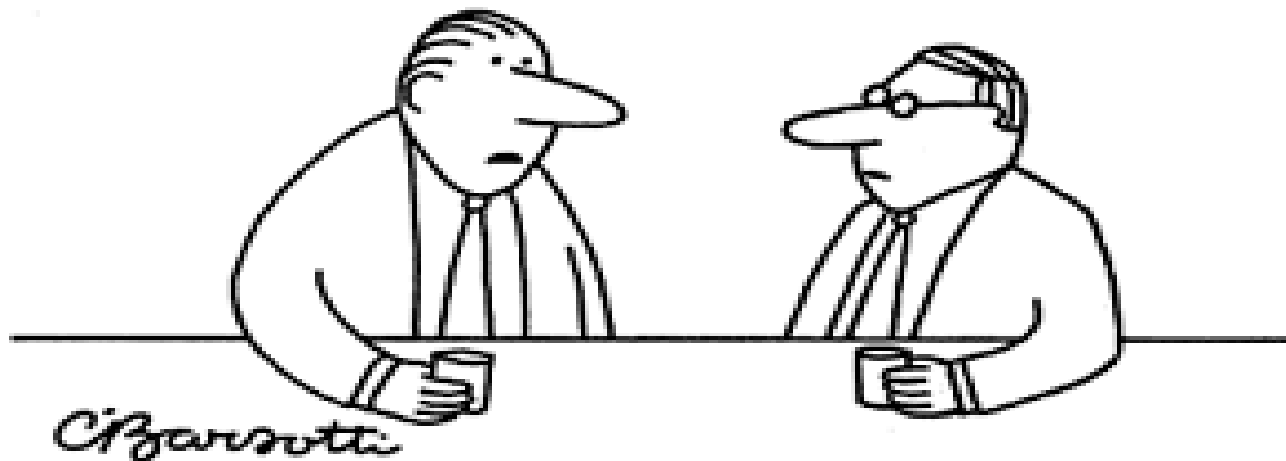
University of Queensland Library

Hypothesis

- That “content as king” is dead
- Long live content ^{NCTM}

The present: Libraries v Google?

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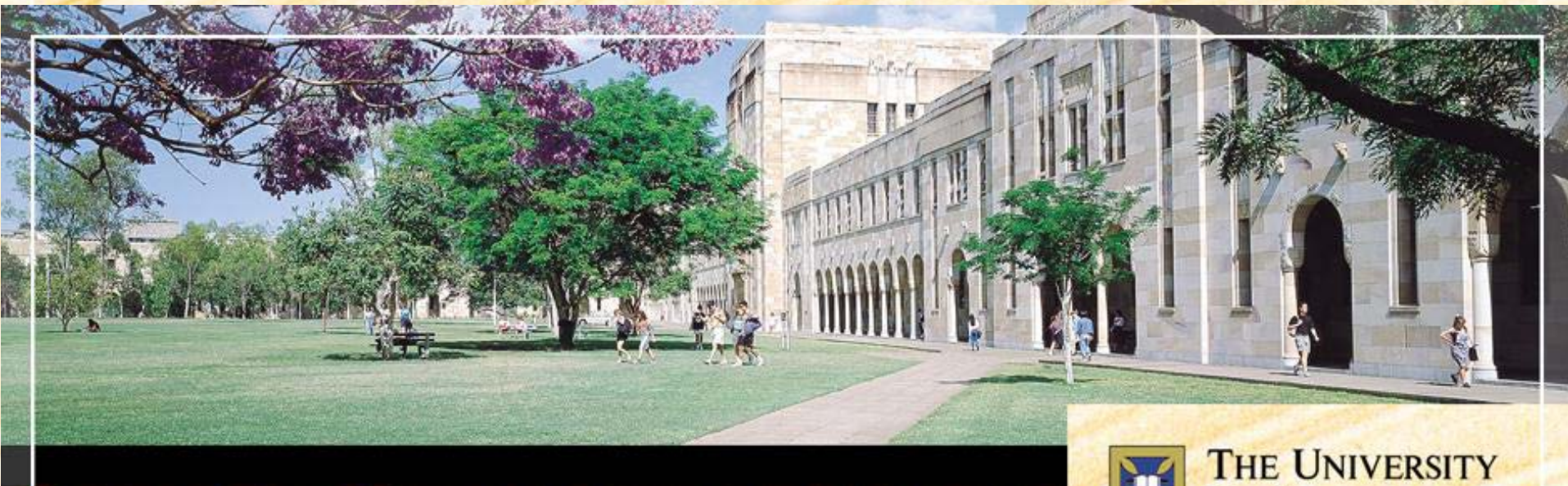
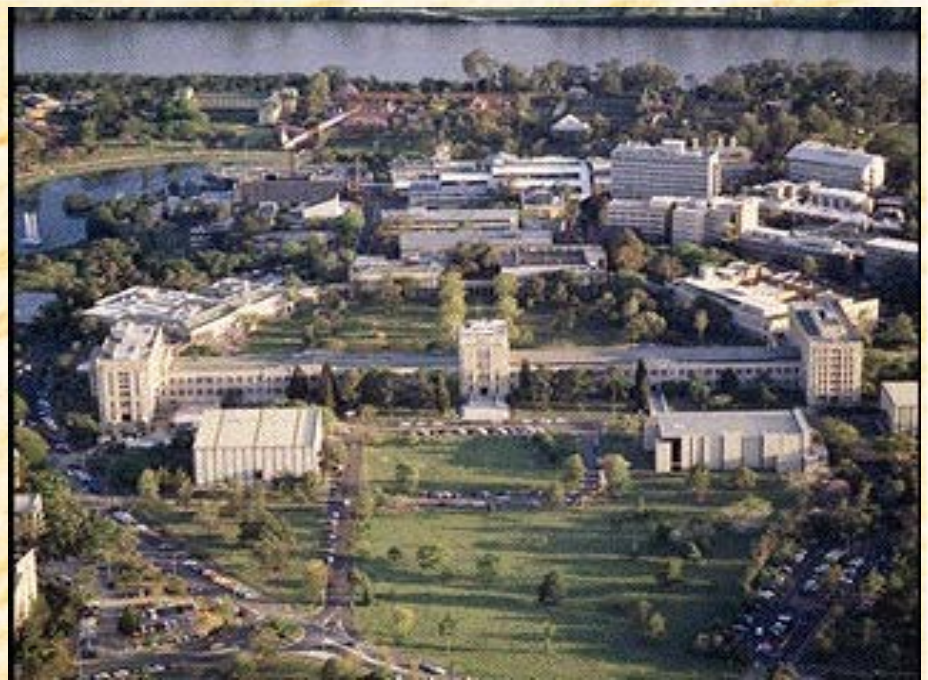
"I can't explain it—it's just a funny feeling that I'm being Googled."



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The future?

- “The future is already here. Its just not evenly distributed.” (William Gibson)
- “The future is out there, you just have to pick the winners”
- “The future is out there; I am eager to see what it holds. I want to do something with my life: I want to be a cyborg.” (The Guardian Newspaper)
- The Semantic Web v Digital Rights Management



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Information Access Service

- Acquisitions
- Cataloguing
- Materials processing
- Catalogue
- Collection development policy
- Materials budget
- Library membership
- Circulation policies and training
- Document delivery policies and training
- Document supply
- Copyright
- Metadata
- Library system
- Web organisation and content
- Institutional repositories

Hypothesis

IA = Content^{NCTM}



I = Information

- Data embedded in a context of relevance to the recipient
- Information resources = Collections of messages organised in useful ways
- Its not:
 - Data = Characters on which operations are performed by computers
 - Knowledge = Information internalised

A = Access

- An channel or doorway
- The method of approaching a place or person, or the right to use or look at something

IA = Information access

- Building channels to resources that help satisfy user's information needs
- Information retrieval = the process of matching a user's query to stored information
- Its not:
 - Data mining = extracting patterns from data
 - Knowledge management = a physical impossibility!

Hypothesis

Information Access = Content^{NCTM}

Content

- The substance of a document or resource
- Multiple dimensions:
 - Published v unpublished
 - Content carriers
 - Content surrogates v content itself
- Heart's content = a librarian on seeing a satisfied customer

User-centric Content - the challenge

- Individuals are faced with diverse, over-supply of information choices
- Information is available via multiple channels
- Bewildering range of media types
- Information comes to individuals unfiltered

Content in the future

- Print is not dead, it is just getting an increasing number of strange bed-fellows
- New types of content and carriers must be rapidly incorporated into our business models
- Open Access Movement:
 - Institutional repositories
 - E-publishing
 - Creative Commons
- Corporate information

Content in the future

- The boundaries between content and access to it will become blurred
- Access to metadata will be free, access to content will be chargeable
- DRM – Digital Rights Management:
 - Exploit online content
 - Pay per view
 - Fair-dealing goes out the door

N = Navigation

- The science of finding a way from one place to another
- Information navigator = a person who determines in which directions to search for information
- Many paths from which to choose:
 - Library-defined v user-defined
 - Pre-coordinated v post-coordinated
 - Precision v recall

User-centric Navigation

- Must be capable of making the right choices in navigational paths
- Must be lead easily to the information
- Needs are matched to available content
- “Availability” has different meanings for different users
 - Undergraduate = “in their hot little hand”
 - Researcher = “if it exists, I want it”

Navigation in the future

- Multiple paths to information
- One path does not fit all
- The head-long rush to a single navigational path to combat Google is not in our users' best interests
- Increasingly user-defined
- Access Grid

Hypothesis

Information Access =

Content Navigation CTM



C = Context

- Relationships within and between parts of a person, place or object
- No information resource is an island
- Must be placed in context, so as to better understand the resource itself
- Seams are important!
- The key is contextual metadata

Context in the future

- Most web content is designed for humans to read and determine if useful
- Semantic web - information is given well-defined meaning, better enabling computers and people to work in cooperation
- Software agents roaming across the web carrying out sophisticated task for users, e.g. newsbots
- Underpinning it all – yet more metadata!

Hypothesis

Information Access =

Content Navigation Context TM



T = Training

- The process of learning the skills you need to do a particular job with proficiency
- Information literacy = the ability to recognise when information is needed and have the ability to locate, evaluate and effectively use the information
- Investment strategy:
 - Help users to help themselves
 - Life-long learning
 - More cost-effective for the library



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Training in the future

- One-to-one based services are in retreat:
 - Too time-consuming
 - Too expensive
- Staff-based lending has dropped dramatically
- Reference assistance is next
- More group training - more cost effective
- In context:
 - In class (real or virtual)
 - At the workplace

Hypothesis

Information Access =

Content Navigation Context Training M

M = Management

- The application of skill in the use or control of things
- the organisation of stuff
- Create order out of chaos
- Cunning, manipulation, trickery; the use of scheming, intrigue, prudence, to achieve an end

Management in the future

- We are uniquely placed to make
IA = Content ^{NCTM} work
- The more of the above that we get involved
in the better:
 - For our customers
 - For ourselves
- Too important to leave to reference librarians
and techos



IA = Content^{NCTM}

- Information Access equals
 - Content powered by
 - Navigation
 - Context
 - Training
 - Management
- Hypothesis proved?
- Our customers will be the judge



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Information Access Management

I AM,
You are,
We are,
The only game in town!

Thank you